

Meeting Minutes, 3/21/07

Committee for Citizen Involvement

CCI Members Present: Bev Froude, Sue Carver, Karen Levear (substituting for Brian Kelly)

CCI Members Absent: Basil Christopher, Brian Kelly, Rick Parker, Stacie Yost

Staff Present: Ron Bunch, Marissa Daniels, Liz Newton, Duane Robert, Darren Wyss,

Guest Present: Kirstin Greene

1. Welcome and Introductions

In the absence of the chair and vice-chair, Duane called the meeting to order at 7:05 PM.

2. Approval of Minutes

Duane mentioned that during an earlier telephone conversation, Basil had indicated a desire to make a change in the February 2007 meeting minutes, but did not specify what this proposed change might be. No one present proposed any meeting minute changes. [Adoption of the February minutes will be carried over to the April meeting].

3. Comprehensive Plan Public Involvement

Ron introduced this item. He began by distributing a series of handouts and by reviewing the citizen involvement requirements of the statewide land use program. He commented on the CCI's role in monitoring citizen involvement efforts and in providing feedback on the comprehensive plan citizen involvement program. He highlighted two key points about the comprehensive plan update process. These include (1.) its recognition of "Tigard Beyond Tomorrow" vision efforts as important and as informing the comprehensive plan update, and (2.) the voluntary effort undertaken to simultaneously meet a variety of Metro and State standards. Another goal is to meet the needs of Tigard stakeholders.

The City's role in the update effort is: (1) coordinating the framework or focus of the effort, (2) communication, or developing effective ways to deliver information, and (3) facilitation, or gathering input in a variety of focus areas. The comprehensive plan ensures the City provides the levels of service that meets the needs of the community. Opportunities for participation in the land use program are described in one of the handouts and are based on a two-way communication loop.

The update effort currently is the "policy phase." This includes the development of goals, policies, and action measures. Goals and policies are laws enumerated in the comprehensive plan. Goals, policies, and action measures identify the intent of the

city to accomplish certain results. Goals are the most general; policies and action measures are the most specific. A goal is “a general statement indicating the desired end or direction the city will follow to achieve that end.” A policy is “a statement identifying Tigard’s position and a definitive course of action.” Each goal is supported by policies. Action measures are ideas to implement policies and are programmatic. An example is “keeping the public informed by using a range of media.” Put another way, action measures are ways to implement policies.

Statewide Goal 1 relates to citizen involvement. Compliance with this goal requires the use of a committee to monitor, coordinate, and provide feedback on community participation. If it consents, this is a role the CCI could play in the City’s update program. It could serve as the forum for public involvement and the monitor of the two-way communication loop.

Bev commented that she is glad the comprehensive plan citizen involvement program is well defined.

Ron asked the group if it wished to take a lead role in monitoring the comprehensive plan public involvement effort. Sue commented that the launching a comprehensive plan public involvement program is a “giant step forward”. Kirstin noted that under the Goal 1 aspect of the comprehensive plan update, the CCI would serve as the official contact for the process used to develop goals, policies, and action measures. The focus of citizen involvement is any issue or concern. She asked the group if there were any “process” or contact in the community that should be included in outreach planning. The CCI would help in identifying focus groups for public involvement. At the end of the process, a citizen involvement report, consisting of outreach materials and activity summaries, will document all the efforts used to involve the community.

Bev mentioned that the Library on Saturday provides an important outreach opportunity. Karen pointed out that Library foot traffic is highest on Sundays. The library is open from 1-5 PM that day.

Kirstin commented that part of the challenge is how to craft messages that resonate with people. Engaging a broad section of people is the goal. One strategy is building a cadre of people to stay with and help the City to implement the adopted comprehensive plan.

Karen indicated an obstacle to involvement is that Tigard is a suburban community, with many residents who have lived here for only a short time. Sue added that the average length of residence in Tigard is five years. This reflects the high mobility of the population.

Kristin concurred that this circumstance makes it challenging to make the comprehensive plan relevant and engaging to the public.

Bev stated that it is important to communicate why the comprehensive plan is important to the future of one's own neighborhood.

Marissa outlined the list of Tigard-based organizations she had identified for outreach activities. This list includes some 100 organizations. She commented that some groups will be more interested in some topics than others. The outreach is designed to collect comments on and shape comprehensive plan goals, policies, and action measures.

Bev mentioned that many fraternal organizations include a large number of members who live outside Tigard. She stated homeowners associations and the two CPOs that cover portions of Tigard should be added to the outreach list, adding that the homeowners groups are difficult to keep track of.

Kirstin stated the more places, the more hits the better in conducting outreach. She is putting together a public involvement strategy memo. Recommendations will include a speaker's bureau, with training for volunteer speakers.

Ron mentioned Eagle Scouts could be used to hand out information door to door. High school students could be a target audience for talks on local government. Beverly mentioned a government class offered at Tigard High as a suitable candidate. Also, local minority groups should be a target audience.

Karen pointed out that local TV stations have interns who work on projects, including putting together public information programs for broadcast. Liz added that the local cable broadcaster, TVTV, has a cadre of students who are available for this kind of work. Ron identified announcements in church newsletters as another way of getting the word out. Cable TV bulletin boards or streaming announcements is another outlet.

Kirstin asked the group if it had an interest in acting as a sounding board for Goal 1. She added that there are no rules or regulations regarding how public involvement should be carried out. She encouraged the group to "make it [the comprehensive plan public involvement program] your own." The public involvement report generated through the program will be a lasting document.

Bev emphasized the importance of including Vision Task Force members in the outreach effort.

Ron asked the group to contact him with any questions about the public involvement component and to contact Duane or Marissa regarding any other specific

involvement ideas or strategies for getting the right people to the table. He requested that the CCI members not present be provided with copies of the handouts. *[These were e-mailed the next day to all members not in attendance]*. The CCI's on-going role would be to keep an eye on all aspects of the public involvement and participatory component of the process.

4. Neighborhood Program Update

Liz informed the group of several new developments related to the Neighborhood Program that had occurred in the month since she had last spoken to the CCI. First, the pilot website is set for roll-out in April. She is scheduled to attend two PSO meetings (Templeton and Metzger) on the 10th of April to discuss the Neighborhood Program. She also will attend the Comprehensive Plan open houses on the 18th and the 21st of April to provide information about the program. In addition to the three program pilot neighborhoods, Liz will email the City-produced Neighborhood Program website content to Area 1, which has is a very active Neighborhood Watch program, and to Community Connectors in Areas 4 and 8.

Liz noted that the chair of the Summerlake Home Owners Association (HOA) asked for links to other HOA's on the neighborhood web pages.

Liz expressed that she would like to come back to the April CCI meeting to discuss a proposed website agreement between the City and neighborhood groups. She anticipates the agreement to consist of a single page of guidelines for website use; for example, no commercials will be allowed on the neighborhood web pages.

At the next CCI meeting, Liz also would like the committee's advice on how to develop neighborhood steering committees. Instead of trying to recruit new volunteers for these committees, Liz suggests the use of residents who already volunteer in some capacity for the City. For example, neighborhood committees could be made up of Neighborhood Watch members, Community Connectors, or CERT trained volunteers. She noted that the committee would not be meeting-intensive.

Liz noted that she would like to see students involved in the program. She is exploring the possibility of school credit for students who manage a neighborhood website. A high school student currently maintains the Youth Advisory Committee website, and he is doing a great job.

With regard to content, the City will provide links and material for posting on the web pages, but it will be up to the individual neighborhoods to decide on the content they wish to use. Participating neighborhoods will have the opportunity to take ownership of and customize their websites.

Bev asked Liz if the City will be responsible for putting together the first websites. Liz responded that prior to their release, Nancy Lof will train neighborhood volunteers, who will customize each website. She said the City will monitor the pages, but will not manage or dictate the content of the pages. She sees Crime Spotter and land use information as subjects that will be of interest Citywide. She hopes that making this information readily available via the neighborhood web pages will empower neighbors to take action.

Bev also asked how the new websites will be advertised. Liz replied that she has funding to send out a postcard to every resident in a neighborhood area as the website for their particular neighborhood is rolled out.

Responding to a question from Bev, Liz clarified that the webpage format will be provided by the City, but that the individual neighborhood organizations will select and develop their own content. As an example of how this will work, Area 1 which has lots of active HOA's who have expressed a desire to be able to link to other HOA's. Older areas in Tigard do not have as many HOA's and therefore their websites will not have this feature. Bev agreed it is a good idea to start with small and simple to ensure the websites are not overwhelming. She also pointed out that the needs and wants of neighborhoods will shift over time.

Liz restated that the neighborhoods will be able to weigh in on content and change their own webpage as they see fit. For example, in the fall, neighborhoods could host an annual meeting to discuss the Community Investment Program, or provide feedback online. The websites could also feature alerts that are neighborhood-specific; for example, on road closures or garbage pick-up schedule changes.

Neighborhoods also could showcase their Neighborhood Watch program, complete a neighborhood beautification project, host an annual picnic, or take part in National Night Out. Neighborhoods may be able to receive funding from the City to help implement some of these programs. Unlike being involved in the Planning Commission, for example, which she defined as a form of structured involvement, Liz hopes the websites will provide grassroots empowerment within Tigard's neighborhoods.

Bev suggested the Neighborhood Program be used for Comprehensive Plan Feedback.

Liz mentioned there will be a link to the City's webpage from each of the neighborhood pages. It is Liz's goal that when Tigard residents come home from work and sit down to check their e-mail, they will check the neighborhood webpage first. She would like to ensure the websites are user-friendly and up to date.

Bev suggested that if for any reason using volunteers to maintain the neighborhood websites is not efficacious, maybe City staff can fill this role. Liz reported that she has had positive feedback from the school district about providing school credit for students who maintain a neighborhood page for one year. There are 12 designated neighborhoods in Tigard. Liz does not anticipate any difficulty in recruiting 12 volunteers to maintain the sites. Liz strong feels the sites are something that should be maintained by citizens, for citizens.

5. Other Business / Announcements / Next Agenda

Agenda Item suggestions for April include:

- Comprehensive Plan Public Involvement,
- CCI Bylaws and Membership,
- Oregonian Reporter,
- Volunteer Fair,
- Town Hall with elected officials.

Liz stated that she would like to return to the CCI next month to get ideas and agreement on the format and content of the neighborhood program webpages and to get feedback on the proposed City-Neighborhood agreements. She asked to be scheduled last on the agenda.

Bev and Sue both expressed that they would like to discuss the Comprehensive Plan public involvement plan with other CCI members at the next meeting.

Duane brought up the Committee's recent declining membership and the need for bylaws. Currently, the CCI is missing representatives from the Tree Board, Budget Committee, and the Parks and Recreation Advisory Board. Duane asked the committee if they at-large members. If so, there is a process through Council to appoint at-large members.

The Oregonian reporter has been geared up to come to a CCI meeting. Bev suggested, instead, the Committee consider doing a communications thing and inviting Steve Clark from Community Newspapers as well. Duane asked the Committee what they would like to discuss at such a meeting. Bev indicated that community information should be a priority.

Although he had to miss the meeting, Basil asked Duane to check with the group regarding the idea of holding a volunteer fair. The fair would provide residents an opportunity to ask board and committee members questions about their respective groups, and it would give staff an opportunity to advertise specific volunteer positions. Basil is wondering if this is something the committee would like to hold in the near future.

Bev stated the volunteer fair is a great idea, but with other things coming up (i.e. the Comprehensive Plan Update and the Neighborhood Program) she suggested that it not be discussed at the next meeting. Both Bev and Sue feel timing is an issue. According to Duane, Bob Roth, the City volunteer coordinator, suggested the volunteer fair piggyback on another event.

In the past committee members had expressed an interest in inviting Senator Ron Wyden, Congressman David Wu, and Representative Larry Galizio for a town hall in Tigard. Bev asked the committee what the desired outcome of hosting a town hall would be. Duane responded that Basil thought hosting a town hall would help get Tigard and its interests on the elected officials radar and also give residents an opportunity to ask their representatives questions.

Sue remembered receiving a phone call about two months ago in connection with a similar event. Bev suggested the timing of the town hall be coordinated with another event, for example, the opening of Commuter Rail. She feels the conversation needs to have direction and not be so open-ended. Sue feels this idea is not as timely as the other business on the table. Bev repeated that the Comprehensive Plan should be the top priority.

Duane announced that the annual volunteer recognition will be held April 24th. Duane took a picture of the group to be used at this event. He also pointed out that the April CCI meeting is set for the same night as the first comp plan open house. The group discussed changing the April CCI meeting to Thursday the 19th.

Meeting adjourned by Duane Roberts at 8:35 PM.